

Rep Order# 8843570 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 36985

Printed: 08/15/2012 2:30 PM

2 of 5

Last Received: 08/09/2012 10:36 AM
Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/31/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-----------|---------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 9 | W-F | 10A-11A | | :30 | \$450.00 | 10/31-11/02 | 3 | 1 | 3 | \$1,350.00 | |
| | | | | Buyline Comment: PRICE IS RIGHT | | | | | | | | |
| | 10 | TU | 10A-11A | | :30 | \$450.00 | 11/06-11/06 | 1 | 1 | 1 | \$450.00 | |
| | | | | Buyline Comment: PRICE IS RIGHT | | | | | | | | |
| | 11 | W-F | 11A-12P | | :30 | \$550.00 | 10/31-11/02 | 2 | 1 | 2 | \$1,100.00 | |
| | | | | Buyline Comment: Y&R | | | | | | | | |
| | 12 | M-TU | 11A-12P | | :30 | \$550.00 | 11/05-11/06 | 2 | 1 | 2 | \$1,100.00 | |
| | | | | Buyline Comment: Y&R | | | | | | | | |
| | 13 | W-F | 12P-1230P | | :30 | \$325.00 | 10/31-11/02 | 2 | 1 | 2 | \$650.00 | |
| | | | | Buyline Comment: NOON NEWS | | | | | | | | |
| | 14 | M | 12P-1230P | | :30 | \$325.00 | 11/05-11/05 | 1 | 1 | 1 | \$325.00 | |
| | | | | Buyline Comment: NOON NEWS | | | | | | | | |
| | 15 | W-F | 3P-4P | | :30 | \$425.00 | 10/31-11/02 | 3 | 1 | 3 | \$1,275.00 | |
| | | | | Buyline Comment: ELLEN | | | | | | | | |
| | 16 | M | 3P-4P | | :30 | \$425.00 | 11/05-11/05 | 1 | 1 | 1 | \$425.00 | |
| | | | | Buyline Comment: ELLEN | | | | | | | | |
| | 17 | W-F | 4P-5P | | :30 | \$450.00 | 10/31-11/02 | 3 | 1 | 3 | \$1,350.00 | |
| | | | | Buyline Comment: 4P NEWS | | | | | | | | |
| | 18 | M | 4P-5P | | :30 | \$450.00 | 11/05-11/05 | 1 | 1 | 1 | \$450.00 | |
| | | | | Buyline Comment: 4P NEWS | | | | | | | | |
| | 19 | W-F | 5P-630P | | :30 | \$1,250.00 | 10/31-11/02 | 6 | 1 | 6 | \$7,500.00 | |
| | | | | Buyline Comment: 5P NEWS | | | | | | | | |

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| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 20 | M | 5P-630P | | :30 | \$1,250.00 | 11/05-11/05 | 2 | 1 | 2 | \$2,500.00 | |
| | | | | Buyline Comment: 5P NEWS | | | | | | | | |
| | 21 | M | 630P-7P | | :30 | \$325.00 | 11/05-11/05 | 1 | 1 | 1 | \$325.00 | |
| | | | | Buyline Comment: INSIDER | | | | | | | | |
| | 22 | W-F | 7P-8P | | :30 | \$325.00 | 10/31-11/02 | 2 | 1 | 2 | \$650.00 | |
| | | | | Buyline Comment: ET/INSIDE EDITION | | | | | | | | |
| | 23 | W-F | 11P-1135P | | :30 | \$600.00 | 10/31-11/02 | 3 | 1 | 3 | \$1,800.00 | |
| | | | | Buyline Comment: 11P NEWS | | | | | | | | |
| | 24 | M | 11P-1135P | | :30 | \$600.00 | 11/05-11/05 | 1 | 1 | 1 | \$600.00 | |
| | | | | Buyline Comment: 11P NEWS | | | | | | | | |
| | 25 | W-F | 1135P-1235A | | :30 | \$275.00 | 10/31-11/02 | 3 | 1 | 3 | \$825.00 | |
| | | | | Buyline Comment: LETTERMAN | | | | | | | | |
| | 26 | M | 1135P-1235A | | :30 | \$275.00 | 11/05-11/05 | 1 | 1 | 1 | \$275.00 | |
| | | | | Buyline Comment: LETTERMAN | | | | | | | | |
| | 27 | M | 10P-11P | | :30 | \$2,100.00 | 11/05-11/05 | 1 | 1 | 1 | \$2,100.00 | |
| | | | | Buyline Comment: HAWAII 5-0 | | | | | | | | |
| | 28 | W | 10P-11P | | :30 | \$2,300.00 | 10/31-10/31 | 1 | 1 | 1 | \$2,300.00 | |
| | | | | Buyline Comment: CSI NY | | | | | | | | |
| | 29 | F | 10P-11P | | :30 | \$1,600.00 | 11/02-11/02 | 1 | 1 | 1 | \$1,600.00 | |
| | | | | Buyline Comment: BLUE BLOODS | | | | | | | | |
| | 30 | SA-SU | 11P-1135P | | :30 | \$350.00 | 11/03-11/04 | 2 | 1 | 2 | \$700.00 | |
| | | | | Buyline Comment: 11P NEWS WKND | | | | | | | | |

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|-----|-----|-----|-----------|----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 31 | SA | 5A-7A | | :30 | \$95.00 | 11/03-11/03 | 1 | 1 | 1 | \$95.00 | |
| | | | | Buyline Comment: CBS SAT AM | | | | | | | | |
| | 32 | SA | 1230P-4P | | :30 | \$250.00 | 11/03-11/03 | 1 | 1 | 1 | \$250.00 | |
| | | | | Buyline Comment: SEC FOOTBALL | | | | | | | | |
| | 33 | SA | 5P-7P | | :30 | \$225.00 | 11/03-11/03 | 1 | 1 | 1 | \$225.00 | |
| | | | | Buyline Comment: 5P NEWS SAT | | | | | | | | |
| | 34 | SA | 10P-11P | | :30 | \$850.00 | 11/03-11/03 | 1 | 1 | 1 | \$850.00 | |
| | | | | Buyline Comment: 48HR MYSTERY | | | | | | | | |
| | 35 | SU | 5A-6A | | :30 | \$85.00 | 11/04-11/04 | 1 | 1 | 1 | \$85.00 | |
| | | | | Buyline Comment: EYE WASH/WSJ | | | | | | | | |
| | 36 | SU | 6A-630A | | :30 | \$150.00 | 11/04-11/04 | 1 | 1 | 1 | \$150.00 | |
| | | | | Buyline Comment: 6A NEWS SUN | | | | | | | | |
| | 37 | SU | 630A-8A | | :30 | \$875.00 | 11/04-11/04 | 1 | 1 | 1 | \$875.00 | |
| | | | | Buyline Comment: CBS SUN AM | | | | | | | | |
| | 38 | SU | 8A-830A | | :30 | \$350.00 | 11/04-11/04 | 1 | 1 | 1 | \$350.00 | |
| | | | | Buyline Comment: 8A NEWS SUN | | | | | | | | |
| | 39 | SU | 830A-930A | | :30 | \$1,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$1,000.00 | |
| | | | | Buyline Comment: FACE THE NATION | | | | | | | | |
| | 40 | SU | 930A-10A | | :30 | \$175.00 | 11/04-11/04 | 1 | 1 | 1 | \$175.00 | |
| | | | | Buyline Comment: 930A NEWS | | | | | | | | |
| | 41 | SU | 10A-1P | | :30 | \$1,800.00 | 11/04-11/04 | 1 | 1 | 1 | \$1,800.00 | |
| | | | | Buyline Comment: NFL 10A | | | | | | | | |

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|----|----|-----|-------|------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 42 | SU | 1P-4P | | :30 | \$1,800.00 | 11/04-11/04 | 1 | 1 | 1 | \$1,800.00 | |
| | | | | Buyline Comment: NFL 1P | | | | | | | | |
| | 43 | SU | 5P-7P | | :30 | \$225.00 | 11/04-11/04 | 1 | 1 | 1 | \$225.00 | |
| | | | | Buyline Comment: 5P NEWS SUN | | | | | | | | |
| | 44 | SU | 7P-8P | | :30 | \$3,750.00 | 11/04-11/04 | 1 | 1 | 1 | \$3,750.00 | |
| | | | | Buyline Comment: 60 MIN | | | | | | | | |

---REPORT TOTALS---

Report Totals: 77 / \$46,055.00

---SALES MONTHLY TOTALS---

Nov 12: 77 / \$46,055.00

Sales Totals: 77 / \$46,055.00

Station Totals: 77 / \$46,055.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$153,517 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
| | | KVCW | 0% | KVMY | 0% | KVVU | 5% | UNKN | 0% | | |

Books null
Demos RA35+